



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

## Contract # 1339881

**Schedule Dates** 10/30/12-11/05/12  
**Advertiser** American Crossroads (41509)  
**Agency** Crossroads Media-Alexandria (2097)  
**Product** POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
**Brand** AMERICAN CROSSROADS (325849)  
**Salesperson** Millennium/PHL, Philadelphia (1103)  
**Sales Office** Millennium Philadelphia  
**Buyer Name** Maron,Stephanie  
**Phone/Fax** /  
**CPE** 11/27/694  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** American Crossroads  
AMERICAN CROSSROADS  
SHARE 45%.

**Date Entered** 07/18/12  
**Last Modified** 10/26/12  
**Entered By** Louise Palmer  
**CO-OP** No  
**Headline #** ECR09765768  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$15,555.00  
**Net Total** \$88,145.00  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Nov. 2012	47	\$103,700.00
<b>Grand Total:</b>	<b>47</b>	<b>\$103,700.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/30/12-10/30/12	1	:30	5A- News-News 13 Early 5am	1		X						1	\$600.00	\$600.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
2.0	Normal Line / News	10/31/12-10/31/12	1	:30	5A- News-News 13 Early 5am	1			X					1	\$600.00	\$600.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
3.0	Normal Line / News	11/05/12-11/05/12	1	:30	5A- News-News 13 Early 5am	1	X							1	\$600.00	\$600.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
4.0	Normal Line / News	10/31/12-10/31/12	1	:30	5:28A- News-News 13 Early 530a	1			X					1	\$900.00	\$900.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
5.0	Normal Line / News	11/01/12-11/01/12	1	:30	5:28A- News-News 13 Early 530a	1				X				1	\$900.00	\$900.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
6.0	Normal Line / News	11/02/12-11/02/12	1	:30	5:28A- News-News 13 Early 530a	1					X			1	\$900.00	\$900.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
7.0	Normal Line / News	10/30/12-10/30/12	1	:30	6A- 6:30A (EST)	1		X						1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
8.0	Normal Line / News	11/01/12-11/01/12	1	:30	6A- 6:30A (EST)	1				X				1	\$2,000.00	\$2,000.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
9.0	Normal Line / News	10/31/12-10/31/12	1	:30	6:30A- 7A (EST)	1			X					1	\$2,200.00	\$2,200.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
10.0	Normal Line / News	11/02/12-11/02/12	1	:30	6:30A- 7A (EST)	1					X			1	\$2,200.00	\$2,200.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12
11.0	Normal Line / News	11/05/12-11/05/12	1	:30	6:30A- 7A (EST)	1	X							1	\$2,200.00	\$2,200.00	Asheville (WLOS)	NEWS 13 THIS MORNING	7/18/12

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12.0	Normal Line / News	10/30/12-10/30/12	1	:30	7A- 8A (EST)	1		X						1	\$2,200.00	\$2,200.00	Asheville (WLOS)	GOOD MORNING AMERICA Early	7/18/12
13.0	Normal Line / News	11/01/12-11/01/12	1	:30	7A- 8A (EST)	1				X				1	\$2,200.00	\$2,200.00	Asheville (WLOS)	GOOD MORNING AMERICA Early	7/18/12
14.0	Normal Line / News	11/05/12-11/05/12	1	:30	7A- 8A (EST)	1	X							1	\$2,200.00	\$2,200.00	Asheville (WLOS)	GOOD MORNING AMERICA Early	7/18/12
15.0	Normal Line / News	10/30/12-10/30/12	1	:30	8A- 9A (EST)	1		X						1	\$2,000.00	\$2,000.00	Asheville (WLOS)	GOOD MORNING AMERICA LATE	7/18/12
16.0	Normal Line / News	11/01/12-11/01/12	1	:30	8A- 9A (EST)	1				X				1	\$2,000.00	\$2,000.00	Asheville (WLOS)	GOOD MORNING AMERICA LATE	7/18/12
17.0	Normal Line / News	11/02/12-11/02/12	1	:30	8A- 9A (EST)	1					X			1	\$2,000.00	\$2,000.00	Asheville (WLOS)	GOOD MORNING AMERICA LATE	7/18/12
18.0	Normal Line / News	10/30/12-10/30/12	1	:30	11:58:41A- News-News 13 at Noon	1		X						1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NEWS 13 @ NOON	7/18/12
19.0	Normal Line / News	10/31/12-10/31/12	1	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NEWS 13 @ NOON	7/18/12
20.0	Normal Line / News	11/01/12-11/01/12	1	:30	11:58:41A- News-News 13 at Noon	1				X				1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NEWS 13 @ NOON	7/18/12

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21.0	Normal Line / News	11/05/12-11/05/12	1	:30	11:58:41A- News-News 13 at Noon	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NEWS 13 @ NOON	7/18/12
22.0	Normal Line / News	10/30/12-10/30/12	1	:30	12:30P- News-News 13 at 1230p	1		X						1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NEWS 13 @ NOON at 1230p	7/18/12
23.0	Normal Line / News	10/31/12-10/31/12	1	:30	12:30P- News-News 13 at 1230p	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NEWS 13 @ NOON at 1230p	7/18/12
24.0	Normal Line / News	11/01/12-11/01/12	1	:30	12:30P- News-News 13 at 1230p	1				X				1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NEWS 13 @ NOON at 1230p	7/18/12
25.0	Normal Line / News	11/02/12-11/02/12	1	:30	12:30P- News-News 13 at 1230p	1					X			1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NEWS 13 @ NOON at 1230p	7/18/12
26.0	Normal Line / News	10/30/12-10/30/12	1	:30	4:59P- News-News 13 First News At 5p	1		X						1	\$2,200.00	\$2,200.00	Asheville (WLOS)	FIRST NEWS AT 5	7/18/12
27.0	Normal Line / News	10/31/12-10/31/12	1	:30	4:59P- News-News 13 First News At 5p	1			X					1	\$2,200.00	\$2,200.00	Asheville (WLOS)	FIRST NEWS AT 5	7/18/12
28.0	Normal Line / News	11/01/12-11/01/12	1	:30	4:59P- News-News 13 First News At 5p	1				X				1	\$2,200.00	\$2,200.00	Asheville (WLOS)	FIRST NEWS AT 5	7/18/12
29.0	Normal Line / News	11/05/12-11/05/12	1	:30	4:59P- News-News 13 First News At 5p	1	X							1	\$2,200.00	\$2,200.00	Asheville (WLOS)	FIRST NEWS AT 5	7/18/12

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30.0	Normal Line / News	10/30/12-10/30/12	1	:30	5:28P- News-News 13 at 5:30p	1		X						1	\$2,400.00	\$2,400.00	Asheville (WLOS)	EARLY NEWS ROTATION	7/18/12
31.0	Normal Line / News	10/31/12-10/31/12	1	:30	5:28P- News-News 13 at 5:30p	1			X					1	\$2,400.00	\$2,400.00	Asheville (WLOS)	EARLY NEWS ROTATION	7/18/12
32.0	Normal Line / News	11/01/12-11/01/12	1	:30	5:28P- News-News 13 at 5:30p	1				X				1	\$2,400.00	\$2,400.00	Asheville (WLOS)	EARLY NEWS ROTATION	7/18/12
33.0	Normal Line / News	11/02/12-11/02/12	1	:30	5:28P- News-News 13 at 5:30p	1					X			1	\$2,400.00	\$2,400.00	Asheville (WLOS)	EARLY NEWS ROTATION	7/18/12
34.0	Normal Line / News	10/30/12-10/30/12	1	:30	6P- 7P (EST)	1		X						1	\$4,000.00	\$4,000.00	Asheville (WLOS)	WKDY NEWS 13 @ 6	7/18/12
35.0	Normal Line / News	11/01/12-11/01/12	1	:30	6P- 7P (EST)	1				X				1	\$4,000.00	\$4,000.00	Asheville (WLOS)	WKDY NEWS 13 @ 6	7/18/12
36.0	Normal Line / News	11/02/12-11/02/12	1	:30	6P- 7P (EST)	1					X			1	\$4,000.00	\$4,000.00	Asheville (WLOS)	WKDY NEWS 13 @ 6	7/18/12
37.0	Normal Line / News	11/05/12-11/05/12	1	:30	6P- 7P (EST)	1	X							1	\$4,000.00	\$4,000.00	Asheville (WLOS)	WKDY NEWS 13 @ 6	7/18/12
38.0	Normal Line / SPOT	10/31/12-10/31/12	1	:30	6:58:50P- Wheel of Fortune	1			X					1	\$3,200.00	\$3,200.00	Asheville (WLOS)	WHEEL	7/18/12
39.0	Normal Line / SPOT	11/01/12-11/01/12	1	:30	6:58:50P- Wheel of Fortune	1				X				1	\$3,200.00	\$3,200.00	Asheville (WLOS)	WHEEL	7/18/12
40.0	Normal Line / SPOT	11/02/12-11/02/12	1	:30	6:58:50P- Wheel of Fortune	1					X			1	\$3,200.00	\$3,200.00	Asheville (WLOS)	WHEEL	7/18/12
41.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	6:58:50P- Wheel of Fortune	1	X							1	\$3,200.00	\$3,200.00	Asheville (WLOS)	WHEEL	7/18/12

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42.0	Revised Line / SPOT	10/30/12-10/30/12	1	:30	7:28:30P- Jeopardy	1		X									Asheville (WLOS)	JEOPARDY	7/18/12
42.1	Normal Line / SPOT	10/30/12-10/30/12	1	:30	7:30P- 8P (EST)	1		X						1	\$3,600.00	\$3,600.00	Asheville (WLOS)	JEOPARDY	10/3/12
43.0	Revised Line / SPOT	10/31/12-10/31/12	1	:30	7:28:30P- Jeopardy	1			X								Asheville (WLOS)	JEOPARDY	7/18/12
43.1	Normal Line / SPOT	10/31/12-10/31/12	1	:30	7:30P- 8P (EST)	1			X					1	\$3,600.00	\$3,600.00	Asheville (WLOS)	JEOPARDY	10/3/12
44.0	Revised Line / SPOT	11/05/12-11/05/12	1	:30	7:28:30P- Jeopardy	1	X										Asheville (WLOS)	JEOPARDY	7/18/12
44.1	Normal Line / SPOT	11/05/12-11/05/12	1	:30	7:30P- 8P (EST)	1	X							1	\$3,600.00	\$3,600.00	Asheville (WLOS)	JEOPARDY	10/3/12
45.0	Normal Line / News	10/30/12-10/30/12	1	:30	10:59:56P- News-News 13 11p Late News	1		X						1	\$2,800.00	\$2,800.00	Asheville (WLOS)	NEWS 13 TONIGHT	7/18/12
46.0	Normal Line / News	11/04/12-11/04/12	1	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$1,000.00	\$1,000.00	Asheville (WLOS)	GMA	7/18/12
47.0	Normal Line / Prime Premium	11/01/12-11/01/12	4	:30	7:58P- ABC-Annual CMA Awards	1				X				1	\$3,800.00	\$3,800.00	Asheville (WLOS)	CMA	10/26/12

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